



A total of \$177,500 in Cultural Tourism Initiative grants was recently awarded to the following grantees:

Grantee: Adirondack Architectural Heritage (Clinton County)

Tourism Partner: Adirondack Regional Tourism Council

Project: Adirondack Rustic Architecture Study Tours

The project will create and market an "Adirondack Rustic Architecture Study Tour" that can be offered on a regular basis and targeted to a historic preservation and architecture audience. These outings will be unique opportunities to explore the rich architectural legacy of the region and enjoy fine dining, lodging, and the great natural beauty of the region at the same time. Such outings to explore the Great Camps and other rustic buildings created primarily during the late 19th and early 20th centuries have not been available to the public before. www.aarch.org

Grantee: Brooklyn Botanic Garden Corporation (Kings County)

Tourism Partner: Best of Brooklyn, Inc. (Brooklyn Tourism)

Project: Experience the Heart of Brooklyn

Fourth-year renewal funding will support the growth and diversification of this comprehensive cultural tourism initiative to attract individuals and groups to Brooklyn's world-class cultural institutions and vibrant neighborhoods. Primary activities will be product development, market penetration and development, web-based promotion and sales, and market segment and industry trend research. www.heartofbrooklyn.org

Grantee: Cattaraugus County Arts Council (Cattaraugus County)

Tourism Partner: Cattaraugus County Dept. of Planning, Economic Development, and Tourism

Project: Routes to Art

Routes to Art is the area's first regional collective of fine artists and artisans that forms the keystone of a regional partnership with tourism organizations and the business sector to promote self-guided driving tours to artists' studios. The project seeks to form a functional and sustainable collective of approximately 40 fine artists and artisans whose work integrates the organic landscape and rural heritage of the county. The project also will feature workshops for participating artists designed to assist in their visitor readiness and knowledge of overall sales and marketing strategies.

Grantee: Columbia County Council on the Arts (Columbia County)

Tourism Partner: Columbia County Department of Tourism

Project: Weekends in the Country

Weekends in the Country activities will extend Columbia County's tourist season beyond its typical mid-October conclusion. The project will last ten weeks, "bookended" by two of the county's largest events, Columbia County Council on the Arts' 13th Annual Hudson Artswalk, a 10-day multi-arts festival culminating Columbus Day, and the Hudson Opera House's Winter Walk, an afternoon celebration renowned for bringing thousands of family and arts-oriented visitors to Hudson. In between those events, a cornucopia of activities that highlight the bounty of Columbia's rich art, architectural, historical, agricultural, and natural riches will be offered.

Grantee: Dance Theater Workshop Inc. (New York County)

Tourism Partner: NYC & Company

Project: Destination Chelsea

Grant support will be provided to the Chelsea Cultural Partnership (CCP), a coalition of cultural organizations and businesses located in Chelsea, in its efforts to bring residents from Manhattan's Upper West Side down to Chelsea through targeted marketing of Destination Chelsea. Via website, newspaper, postcard, and subway advertising, the project will seek to stimulate economic impact by attracting new visitors to Chelsea to take advantage of the area's rich cultural and entertainment life.

www.destinationchelsea.org

Grantee: Harlem Stage/Aaron Davis Hall, Inc. (New York County)

Tourism Partner: Upper Manhattan Empowerment Zone

Project: Harlem One Stop - "Destination Uptown"

Fourth-year renewal funding will assist the Harlem One Stop project and seek to increase marketing and promotion of the lesser-known neighborhoods and venues in upper Manhattan, Harlem, and Washington Heights. It will target the youth and student performance travel markets with the goal of increasing visitorship, visibility, and revenue to arts organizations in upper Manhattan and begin to memorialize places and personalities through historic plaques and trails. www.harlemonestop.org

Grantee: Hallwalls Inc. (Hallwalls Contemporary Art Center) (Erie County)

Tourism Partner: Buffalo Niagara Convention & Visitors Bureau

Project: Beyond/In Western New York

Grant support will be used for targeted cultural tourism marketing for Beyond/In Western New York, the second such regional biennial collaborative exhibition that joins the resources of 12 area visual arts organizations (museum, arts centers, and galleries) to showcase the art and artists of Western New York and the Eastern Great Lakes region. The marketing campaign will seek to generate significant local, regional, downstate, out-of-state, and national visitation to the greater Buffalo area. The biennial will run over a four-month period in fall 2007 and feature 50 regional artists selected from a submission pool of more than 900.

Grantee: Lower Adirondack Regional Arts Council (Warren County)

Tourism Partner: Towns & Villages of the Battenkill Valley

Project: Seasons in the Battenkill Valley

Seasons in the Battenkill Valley will create an awareness of this region of rolling hills and working farms as a cultural destination, one that can provide a unique travel experience; bring new cultural tourists to the area; and generate demand at arts and hospitality venues during non-peak times. The project will generate new visitor revenue through the sale of tourism packages that combine a variety of activities and incorporate several existing cultural weekends. www.visitbattenkillvalley.com

Grantee: Westchester Arts Council, Inc. (Westchester County)

Tourism Partner: Westchester County Office of Tourism

Project: All Fired Up!

The Westchester Arts Council will maximize the tourism impact of All Fired Up! A Celebration of Clay in Westchester. This county-wide collaboration to showcase the ceramic arts represents an unprecedented concordance of cultural events in the county. Through strategically targeted marketing and the creation of incentives such as hotel packages, the council will tap new markets and draw visitors from throughout the nation to Westchester.

The Cultural Tourism Initiative is a program of Arts & Business Council of New York, a division of Americans for the Arts, in partnership with the New York State Council on the Arts, a state arts agency.